

Is loss of Charm the PRICE GIRLS PAY for Smoking?

A cigarette poised in dainty fingers—perhaps it does look graceful. And so very sophisticated! But there's a price that girls must pay for smoking.

TEETH—once white and perfect to look at—soon grow stained and yellow. Delicate membranes of the mouth and throat become parched and dry.

And what is more disastrous to any girl's charm than a stale tobacco breath?

There is only one way to escape the penalties of smoking. Veteran smokers discovered it long ago. Now girls are finding out.

It is simply to use the one tooth paste created specifically to correct unhealthy mouth conditions. This tooth paste is Pebecco.

Pebecco's main ingredient is a special salt that keeps the saliva flowing normally hours after you have brushed your teeth.

At the first taste of Pebecco you feel the quick invigoration, the instant watering of the mouth that its cool, salty tang calls forth.

Stains of nicotine are washed away. Your throat and mouth keep deliciously moist and cool. Your teeth become white and sparkling.

* * *

CHANGE to Pebecco for a full month's trial. Use it twice a day. See if your mouth does not feel healthier, cleaner. Notice, too, how sweet and fragrant Pebecco keeps your breath.

Made by Pebecco, Inc., a division of Lehn & Fink Products Co. Sole distributors, Lehn & Fink, Inc., Bloomfield, N. J. Distributed in Canada by Lehn & Fink (Canada) Ltd.



EVEN men and women who smoke habitually can now enjoy a wholesome tasting mouth. Pebecco gives quick relief from stale tobacco breath and smoke-parched tongue. It keeps your mouth cool, clean, refreshed for hours after you have brushed your teeth.



A letter from
Miss Virginia Warren
of Cincinnati, Ohio

Any girl who smokes as much as I do (a package of cigarettes a day) has got to be pretty careful of her teeth. When I first started to smoke about two years ago I noticed that my teeth were becoming quite discolored from nicotine. And I almost always had an unpleasant taste in my mouth after too many cigarettes.

One day a friend suggested Pebecco Tooth Paste. I shall never forget the sensation when I used it for the first time—the fresh, wholesome feeling it gave my mouth. And the marvelous part of it was that this feeling of cleanliness lasted for hours.

To me, a healthy, moist mouth and white teeth are absolutely essential to a woman's well being—socially and otherwise. Thanks to Pebecco I now enjoy this condition.

Very truly yours,
(Signed) VIRGINIA WARREN



And here's a letter from
C. Loring Elliott of Baltimore, Md.

My business brings me in rather close contact with important clients of my company. Naturally I must be very careful of my personal appearance—particularly such things as teeth and breath.

I find that Pebecco is the only dentifrice that makes my mouth feel thoroughly clean throughout the entire day. I notice also that Pebecco removes all traces of smoking from one's breath, leaving a pleasant after-taste and stainless teeth.

It is a great pleasure to be able to smile and talk close up to people—without the slightest feeling of self-consciousness.

Very truly yours (Signed) C. LORING ELLIOTT

Over forty years ago a great specialist in oral hygiene created Pebecco's famous formula. Today millions who use it regularly have sound, healthy teeth—free from discoloration and harmful mouth acids.

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